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NSRE 2000

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Module for Woodsy Owl Questions

(Introduction needed for these questions)

1. Do you care for one or more children between the ages of 3-10 years?

If No, go to question 10.

If Yes, which of the following best describes your relationship to the child or children that you care for? (tick only 2)

- ☐ parent
- ☐ grandparent
- ☐ sibling
- ☐ day care provider
- ☐ teacher
- ☐ Other

2. Do you talk to the child or children about environmental issues? Y / N

If No, go to question 3.

If Yes, how frequently do you discuss the environment?

- ☐ one or more times per week
- ☐ once a month
- ☐ less than once a month

3. If you had more information about the environment, would you be more or less likely to teach the child/children about the environment?

- ☐ More likely
- ☐ Less likely
- ☐ About the same
- ☐ Don't Know

4. Have you or the child/children participated in any of the following activities to care for the environment in the past year? (Please indicate yes or no)

(Randomize order)

- _____ Planting a tree
- _____ Contributing to a wildlife or bird sanctuary
- _____ Recycling
- _____ Gardening
- _____ Participating in Earth Day Events or Cleanup Days

5. Have you participated in any of the following activities with the child/children? (Please indicate yes or no)

(Randomize order)

- _____ Outdoor sports (baseball, soccer, football)
- _____ Camping/hiking
- _____ Learning games/activities/arts & crafts
- _____ Sightseeing
- _____ Nature and interpretive walks

6. Have you purchased any of the following products within the past 6 months for the child or children? (Please indicate yes or no)

(Randomize order)

- _____ Books/Comic Books
- _____ Board games/puzzles
- _____ Computer games/Video Games
- _____ children's videos or music
- _____ Stuffed Animals
- _____ Action Figures/Dolls
- _____ Arts & Crafts supplies

7. In the past six months, how many times did you purchase environmental education products, such as games, figures, activity kits, or items that help children learn more about the environment?

- _____ Never
- _____ 1-2 times
- _____ 3-5 times
- _____ More than 5 times

8. Would you be interested in a product, such as games, books, web-sites, if environmental information were included specifically for adults and children?

_____ Yes

_____ No

_____ Don't Know

We're now going to ask some questions regarding the Woodsy Owl program.

9. Are you familiar with Woodsy Owl?

_____ Yes

_____ No (read caption below)

_____ Don't Know

Woodsy Owl is America's Conservation symbol. Woodsy teaches children and care-givers across the country about the wise use of our national forests and resources through personal appearances, educational information, and much more.

10. How frequently do you buy environmentally friendly products? (Environmentally friendly products = organic ingredients, minimal packaging, or recyclable materials, etc.)

_____ one or more times per week

_____ once a month

_____ less than once a month

_____ Never

11. How likely would you be to purchase an environmentally friendly, affordable Woodsy Owl product? Such as stuffed animals, educational games, activity kits, ect.

_____ Very Likely

_____ Somewhat Likely

_____ Not Likely

_____ Don't Know

12. I am going to read a list of four slogans. Please tell me if you think Woodsy Owl has ever been associated with any of them. (Please indicate yes or no)
(Randomize order)

_____ Lend a hand, care for the land.

_____ Give a hoot, don't pollute

_____ Every litter bit hurts.

_____ Protect wildlife in your own backyard.